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Marsha Collier, Jane Hoskyn, Steve Hill

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Go from eBay beginner to eBay pro in no time!

Whether you aim to browse, buy, sell, or open up your own eBay shop, this third edition of Britain's bestselling guide to eBay gets you up and running with everything you need to know. Fully updated and packed with new information on eBay apps, creating and running an eBay business, becoming a PowerSeller and much more, it covers every aspect of eBay.co.uk, from security issues and avoiding scams to making serious cash in your spare time or as a full-time eBay merchant.

- Get acquainted – from registering and setting up a homepage to organising eBay sales and communicating using the 'My eBay' page, you'll quickly feel right at home on eBay
- Bid and buy with confidence – discover how to search for and evaluate items, make bids and win auctions, or use the 'Buy It Now' option
- Sell like a pro – get the lowdown on how to choose and post items for sale, set prices and conduct auctions for maximum profits, as well as how to ship stuff and collect payments
- Keep the taxman happy – how to keep track of your earnings and comply with all the relevant tax rules and regulations, including the VAT
- Give your auctions pizzazz – get expert tips on how to spice up your auctions with pictures and graphics as well as links to other websites
- Stay safe and secure – learn everything you need to know about avoiding fraudsters, scammers and hackers and safeguarding your privacy and your identity

Open the book and find:

- How to register and buy and sell on eBay
- Advice on bidding and winning eBay auctions
- Expert tips on choosing items to sell and picking the ideal auction time
- How to set up sale listings and monitor your transactions
- Tips for marketing your stuff on eBay
- The lowdown on avoiding cons and protecting your privacy
- Guidance on setting up an eBay business account
- How to open your own eBay shop

Learn to:

- Make serious money selling your wares
- Bid, win and buy the easy way
- Build and expand your eBay business
- Stay safe on eBay.co.uk

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